distributor;

(c) collecting responses from the at least one distributor, wherein a preponderance of the responses have a plurality of attributes and wherein attributes of a respective response are spread to form a large number of bid-response combinations;

- (d) selecting a bid-response combination from the at least one responding distributors;
- (e) contracting, between the node and the at least one distributor of the selected bid-response, a transference of an advertisement from the distributor to the visitor; and
- (f) effecting a transfer of the advertisement to the visitor.

Please amend claim 24, as follows:

24. (Amended) The method according to claim 1, wherein the step of selecting utilizes a logic protocol according to a relational database query semantic.

Please amend claim 27 as follows:

(Amended) A device for transacting an advertisement transfer, from an advertisement distributor to a visitor, upon the occurrence of a visitor visitation at a communications node, comprising a sequentially linked series of modules:

- (a) a first module for constructing a visitor profile;
- (b) a second module for broadcasting the profile to at least one distributor;
- (c) a third module for collecting responses from the at least one distributor wherein a preponderance of the

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responses have a plurality of attributes and wherein attributes of a respective response are spread to form a large number of bid-response combinations;

- (d) a fourth module for selecting a bid-response combination from the at least one responding distributors;
- (e) a fifth module for contracting, between the node and the at least one distributor of the selected bidresponse, a transference of an advertisement from the distributor to the visitor; and
- (f) a sixth module for effecting a transfer of the advertisement to the visitor.

please place claim 36 in independent form as follows:

36 (Amended) A program storage device readable by a machine and encoding a program of instructions for executing a method for transacting an advertisement transfer, from an advertisement distributor to a visitor, the method comprising, upon the occurrence of a visitor visitation at a communications node, the communication node performing the steps of:

- (a) constructing a visitor profile;
- (b) broadcasting the profile to at least one distributor;
 - (c) collecting responses from the at least one distributor;
 - (d) selecting a response from the at least one responding distributors;
- 15 (e) contracting, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor; and
 - (f) eff/ecting a transfer of the advertisement to

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20 the visitor.

Please place claim 37 in independent form as follows:

37. (Amended) A program storage device readable by a machine and encoding a program of instructions for executing a system for transacting an advertisement transfer, from an advertisement distributor to a visitor, upon the occurrence of a visitor visitation at a communications node, the system including:

(a) a first module for constructing a visitor profile;

(b) a second module for broadcasting the profile to at least one distributor;

(c) a third module for collecting responses from the at least one distributor;

(d) a fourth module for selecting a response from the at least one responding distributors;

(e) a fifth module for contracting, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor; and

the advertisement to the visitor.

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